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Application of knowledge-based customer relationship management in new product development (Using customer knowledge to gain a competitive advantage)

Mina Ranjbarfard, Mohammad Aghdasi

Abstract:

An important feature of the customer relationship management process is the abundance of customer knowledge. On the other hand, most product innovations do not come from within the manufacturer, but from the end consumer of the product. Therefore, customer knowledge can be used in customer relationship management processes for new product development, so that the customer serves as partner in the value creation process to innovate collaboratively with the company. This article first introduces the concepts of knowledge-based customer relationship management and how to use customer knowledge in new product development is discussed. Research has shown that companies can use innovation methods based on market segmentation, the use of purchasing profiles, partnerships with customers, the formation of creative associations, and the use of customer feedback and complaints to create a new product. Then, an example of successful companies in applying customer knowledge to develop a new product is described, finally, a framework for using customer knowledge in new product development will be introduced. This article helps to provide a better insight into the position of the customer in the value creation process and also the successful implementation of customer relationship management beyond maintaining a long-term relationship with the customer to those involved.

Keywords: Knowledge-Based Customer Relationship Management, Customer Relationship Management, Customer Knowledge, Innovation, Knowledge Management

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



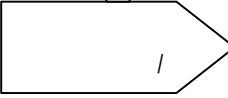
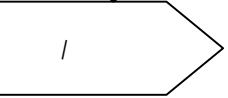
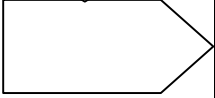
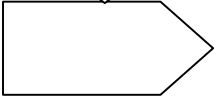
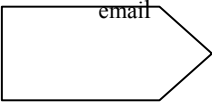
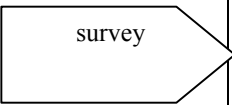


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